

## ORDER



**Orders**  
**Order / Rev:** 704358  
**Alt Order #:** 06262017  
**Product Desc:** AMERICANS FOR PROS  
**Estimate:** 1871  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 08/03/12 / 08/06/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans For Prosperity  
**Demographic:** A50+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	51	\$10,655.00	\$9,056.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$10,655.00	\$9,056.75	0.00
<b>Totals</b>	<b>51</b>	<b>\$10,655.00</b>	<b>\$9,056.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	8%	\$10,655.00
Market	100%	\$133,187.50

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$6,659.38
WCWJ	0%	\$0.00
WJXT	30%	\$39,956.25
WTEV	27%	\$35,960.62
WTLV	30%	\$39,956.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/15/12	08/17/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-- 222--	:30	6	\$115.00	P-3	0.00	NM	6	\$690.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-- 222--			6			\$115.00		0.00			
2	WJXX	08/15/12	08/17/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-- 222--	:30	6	\$125.00	P-3	0.00	NM	6	\$750.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-- 222--			6			\$125.00		0.00			
3	WJXX	08/15/12	08/17/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	-- WTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	08/15/12	08/17/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p -- WTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-- WTF--		3		\$275.00		0.00				
4	WJXX	08/15/12	08/17/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p -- WTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-- WTF--		3		\$275.00		0.00				
5	WJXX	08/15/12	08/17/12	Nightline Nightline	CM	M-F 11:35p-12:05a - WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-- WTF--		3		\$200.00		0.00				
6	WJXX	08/15/12	08/19/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p -- WTFSS	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-- WTFSS		5		\$200.00		0.00				
7	WJXX	08/18/12	08/18/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb:	CM	Sat FCN News We- - - - - S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	- - - - - S-		1		\$175.00		0.00				
8	WJXX	08/19/12	08/19/12	First Coast News On Point First Coast News On Point	CM	First Coast News C- - - - - S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	- - - - - S		1		\$40.00		0.00				
9	WJXX	08/19/12	08/19/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6- - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	- - - - - S		1		\$150.00		0.00				
10	WJXX	08/19/12	08/19/12	Sun Prime A America's Funniest Home Videc	CM	7-8p - - - - - S	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	- - - - - S		2		\$600.00		0.00				
11	WJXX	08/19/12	08/19/12	Sun Prime Other 2nd Prog Extreme Makeover: Weight Los:	CM	9-11p - - - - - S	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	- - - - - S		2		\$700.00		0.00				
12	WJXX	08/19/12	08/19/12	Sports Final 11:30p-12a	CM	1130p-12a - - - - - S	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	- - - - - S		2		\$70.00		0.00				
13	WJXX	08/20/12	08/21/12	GMJ M-F 6a-7a	CM	M-F 6a-7a 22- - - - -	:30	4	\$115.00	P-3	0.00	NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	22- - - - -		4		\$115.00		0.00				
14	WJXX	08/20/12	08/21/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a 22- - - - -	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	22- - - - -		4		\$125.00		0.00				
15	WJXX	08/20/12	08/21/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p MT- - - - -	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT- - - - -		2		\$275.00		0.00				
16	WJXX	08/20/12	08/21/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p MT- - - - -	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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16	WJXX	08/20/12	08/21/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MT-----	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2			\$275.00			0.00			
17	WJXX	08/20/12	08/21/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2			\$200.00			0.00			
18	WJXX	08/20/12	08/21/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2			\$200.00			0.00			
Totals														51	\$10,655.00